

I CLAIM:

1. A method of matching orders for a user according to an evaluation heuristic, comprising:

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- a) selecting an evaluation heuristic;
- b) scheduling a time to execute the selected evaluation heuristic;
- c) executing the selected evaluation heuristic;
- 10 d) creating an order message for communication to a transaction destination if the selected evaluation heuristic matches the order; and
- e) repeating steps a) through d) until the order is fulfilled.

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2. An order matching system for matching orders by a user by computer according to an evaluation heuristic, comprising:

- a) a user interface for selecting the evaluation heuristic;
- b) a user interface for scheduling execution of the selected evaluation heuristic;
- 20 c) a computer program for executing the selected evaluation heuristic at the scheduled time; and
- d) a communications network coupled to the computer program for creating an order message to be dispatched to a transaction destination if the selected
- 25 evaluation heuristic matches the order.

3. An order schedule for use in an order matching system that creates an order message for communication to a transaction destination upon matching an order to evaluation heuristics selected by a user, the order schedule comprising:

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- a) a user interface that allows for the selecting of the evaluation heuristic; and
- b) a user interface for creating a schedule to execute the evaluation heuristic.

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